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Atty. Docket No. 696.002

FERENCE & ASSOCIATES  
Amendment Transmittal**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Srinivasan et al.  
Serial No. : 09/804,735 Examiner : Jean Janier  
Filed : March 13, 2001 Group Art Unit : 3622  
For : DETERMINING THE EFFECTIVENESS OF INTERNET  
ADVERTISING (as amended)

HON. COMMISSIONER OF PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is a Request for Continued Examination (RCE) in the above-identified application.

1. **Extension of Time**

- ☐ No extension of time is needed.
- ☒ Applicant requests an extension of time to respond to the outstanding Office Action. A Petition for an extension of time is enclosed.
- ☒ In the event that an extension of time is required, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time.

**CERTIFICATE OF TRANSMITTAL**

I hereby certify that this correspondence (along with any referred to as being attached or enclosed) are being transmitted by facsimile on (571) 273-8300 to the Commissioner for Patents on September 26, 2005.

Stanley D. Ference III

(Type or print name of person transmitting paper or fee)

(Signature of person transmitting paper or fee)

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Page 1 of 2

FERENCE & ASSOCIATES  
Request for Continued Examination

Atty. Docket No. YOR9-2000-0168US1  
(590.014)

2. **Submission Required Under 37 CFR 1.114**

- ☒ Previously submitted  
☒ Please enter the amendment(s)/reply under 37 CFR 1.116 previously filed on August 25, 2005.  
☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on \_\_\_\_\_.  
☐ Other \_\_\_\_\_.  
  
☐ Enclosed  
☐ Amendment/Reply  
☐ Affidavit(s)/Declaration(s)  
☐ Information Disclosure Statement (IDS)  
☐ Other Amendment Transmittal.

3. **Miscellaneous**

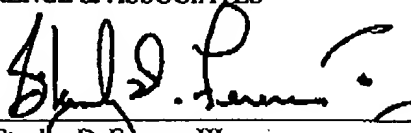
- ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of \_\_\_\_\_ months.  
  
☐ Other \_\_\_\_\_.

4. **Fees**

- ☐ Applicant encloses herewith a check for \$\_\_\_\_\_ to cover the RCE fee.  
  
☒ Attached is a completed Credit Card Payment Form. The Commissioner is hereby authorized to charge the \$395.00 RCE fee required under 37 CFR 1.17(e) to filing fee to the credit card identified in the attached Credit Card Payment Form.  
  
☒ The Commissioner is hereby authorized to charge payment of any additional filing fees associated with this communication or credit any overpayment to the credit card identified in the attached Credit Card Payment Form.

Respectfully submitted,

FERENCE & ASSOCIATES

By   
Stanley D. Ference III  
Reg. No. 33,879

Dated: September 26, 2005

Mailing Address:

Customer No. 35195  
FERENCE & ASSOCIATES  
409 Broad Street  
Pittsburgh, Pennsylvania 15143  
(412) 741-8400  
(412) 741-9292 - Facsimile

Page 2 of 2